

Message Text

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INFO OCT-01 NEA-10 ISO-00 EB-07 RSC-01 /019 R

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STATE/NEA/RA/HMONTGOMERY

STATE/EB/OCA/BR/PO'CONNOR

----- 017818

R 181539Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANAA

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

AMCONSUL CASABLANCA

AMEMBASSY ALGIERS

USINT BAGHDAD

UNCLAS STATE 253616

KUWAIT PASS DOHA

E.O. 11652: N/A

TAGS: EF, XI

SUBJ: FY 75 REGIONAL MARKET RESEARCH

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REF: (A) STATE 213600 (NOTAL); (B) HENDERSON/LEFEAVER TELECON
9/27/74 SUMMARY: RTDO BEIRUT IS ASKED TO PROPOSE BY NOVEMBER 30
PLAN OF ACTION TO PRODUCE IN FY 75/76 EXPORT MARKET STUDIES
ON 12 PRODUCT/TECHNOLOGY THEMES FOR NUMBER OF NORTH AFRICAN
NEAR EAST ARAB (NENEA) COUNTRIES.

1. IN REF A, REGIONAL TRADE DEVELOPMENT OFFICER (RTDO) BEIRUT
AND AMEMBASSY CAIRO WERE ASKED TO EXPLORE POSSIBILITY THAT
EGYPTIAN RESEARCH FIRM ARAC NOW DOING STUDIES ON EGYPTIAN MARKET,
WOULD DO SAME STUDIES IN OTHER COUNTRIES AS WELL.
MESSAGE NOTED OUR INTENTION USE RTDO AS PRINCIPAL USG FOCAL
POINT IN THE FIELD FOR OUTGOING PROGRAM OF NENEA REGIONAL MARKET
RESEARCH. SUCH RESEARCH IS PREREQUISITE NOT ONLY FOR FORWARD
PLANNING OF USDOC PARTICIPATION IN PRODUCT EXHIBITIONS,
TRADE FAIRS, TRADE MISSIONS, ETC. BUT ALSO FOR INFORMATIONAL
PUBLICATIONS AND BRIEFING OF U.S. BUSINESSMEN ON ECONOMIC TRENDS
AND SALES OPPORTUNITIES IN NENEA REGION.

2. RTDO IS NOW REQUESTED TO MAKE WRITTEN RECOMMENDATIONS BY
NOVEMBER 30 ON PROGRAM TO PRODUCE FOLLOWING STUDIES IN INDICATED
COUNTRIES THROUGHOUT FY 75 AND 76:

(A) COTTON GINNING AND TEXTILE MANUFACTURING EQUIPMENT EGYPT,
IRAQ, LEBANON, MOROCCO, SYRIA, TUNISIA

(B) FOOD PROCESSING AND PACKAGING EQUIPMENT EGYPT, IRAQ, LEBANON
MOROCCO, SYRIA, TUNISIA

(C) ELECTRIC POWER GENERATING EQUIPMENT TECHNOLOGY EGYPT, IRAQ,
KUWAIT, LEBANON, SAUDI ARABIA, SYRIA, UAE

(D) WATER DESALTING/TREATMENT MACHINERY AND TECHNOLOGY EGYPT,
IRAQ, (72-85, SAUDI ARABIA, SYRIA, UAE

(E) MARINE INDUSTRIES (SHIPBUILDING, FISHING) EGYPT, IRAQ,
KUWAIT, MOROCCO, SAUDI ARABIA

(F) HOSPITAL
MANAGEMENT, HEALTH CARE ALGERIA, EGYPT, IRAQ, MOROCCO,
SAUDI ARABIA, SYRIA
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(G) OFFICE EQUIPMENT (EXCEPT COMPUTERS) ALGERIA, EGYPT, IRAQ,
KUWAIT, LEBANON, SAUDI ARABIA

(H) COMPUTERS EGYPT, ALGERIA

(I) EDUCATIONAL AND TRAINING EQUIPMENT IRAQ, KUWAIT, LEBANON,
SAUDI ARABIA, SYRIA, UAE

(J) MINING AND CONSTRUCTION EQUIPMENT ALGERIA, EGYPT, IRAQ,
JORDAN, MOROCCO, SAUDI ARABIA, SYRIA, TUNISIA

(K) HOUSEHOLD FURNISHINGS AND INTERIORS IRAQ, KUWAIT, LEBANON,
SAUDI ARABIA, UAE

(L) WEARING APPAREL AND RELATED CAPITAL EQUIPMENT EGYPT, IRAQ,
KUWAIT, LEBANON, MOROCCO, SYRIA

3. IN MAKING RECOMMENDATIONS ON PLAN OF ACTION TO PRODUCE
ABOVE STUDIES RTDO IS NOT OBLIGATED TO PROPOSE TRADITIONAL
MARKET RESEARCH FORMAT WHICH RELIES HEAVILY ON PERSONAL INTERVIEWS
WITH END-USERS AND MIDDLEMEN IN EACH COUNTRY BEING STUDIED.
SUGGEST THAT ADAPTATION OF METHODOLOGY AND FORMAT OF ARTICLES SUCH
AS N.E. BOUARI'S "COMPUTERS IN LEBANON AND ARAN WORLD" IN JULY 1974
ISSUE OF THE ARAB ECONOMIST MAY BE ADEQUATE TO OUR IMMEDIATE
NEED FOR INITIAL ROUND OF RECONNAISSANCE REPORTS. BOUARI'S
ARTICLES, WHOSE GENERAL ACCURACY IS VOUCHERED FOR BY MORE EXTENSIVE
STUDY RECENTLY DONE BY USDOC MARKET RESEARCH OFFICER KILLOUGH,
APPEARS BASED ENTIRELY ON INFORMATION AVAILABLE IN LEBANON.
WHILE NOT PERFECT, KIND OF INFORMATION DEVELOPED THROUGH
BOUARI APPROACH IS OFTEN BETTER THAN ANYTHING OTHERWISE
AVAILABLE TO US AND CAN FORM USEFUL BASIS FOR PRELIMINARY
PLANNING OF TRADE MISSIONS, ETC.

4. IT IS ALSO INTENDED THAT MRO EXECUTE ABOVE PROGRAM IN MANNER
WHICH IMPOSES MINIMAL DEMANDS ON INDIVIDUAL POSTS. IF TIME
PERMITS, POSTS ARE ENCOURAGED TO CALL TO ATTENTION OF RTDO AND
WASHINGTON RELEVANT RESEARCH MATERIAL IN WHATEVER FORM IT HAPPENS
TO EXIST--E.G. GOVERNMENT FIVE YEAR PLANS, MAGAZINE ARTICLES AND
OTHER PUBLISHED MATERIAL IN ANY LANGUAGE. WE ALSO WELCOME ANY
VOLUNTARY REPORTS AND COMMENTARIES ON APTNESS OF THEM PROPOSED
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FOR RTDO STUDIES.

5. BACKGROUND MATERIAL IS BEING AIRPOUCHED TO RTDO ON MARKET
RESEARCH PROGRAM PREVIOUSLY ARRANGED DIRECTLY WITH POSTS IN TUNIS
AND CASABLANCA FOR CONTRACT MARKET RESEARCH ON TELECOMMUNICATIONS
AND SCIENTIFIC EQUIPMENT IN TUNISIA (RESEARCH COMPLETED), MOROCCO
(RESEARCH STILL UNFINISHED) AND ALGERIA (RESEARCH NOT YET UNDERWAY).
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